



Aruba Tourism
Authority

Aruba Product Update

February 2019

The Aruba Tourism Authority (ATA) is the Destination Marketing & Management Organization for Aruba.

Our Mission:

To increase the share of affluent travelers and the economic value of tourism for the benefit of the community and our stakeholders by positioning and developing Aruba as their preferred Caribbean destination.

Our vision:

The Aruba Tourism Authority (A.T.A.) will become the most innovative and creative DMMO in the Caribbean.

Core Values:

Empowerment
Productivity
& Ownership
Professional
Respect
Fun & Passion.

Below we offer a synthesis of some of the most prominent and important news during the month of February 2019



ATA News

Aruba Tourism Authority and Concept Farm: Advertising Platinum Winners at HSMIAI Adrian Awards

On January 22, 2019, Hospitality Sales and Marketing Association International (HSMIAI) recently hosted its annual Adrian Awards Dinner Reception and Gala at the New York Marriott Marquis honoring excellence in travel advertising, digital marketing, and public relations. More than 850 industry professionals gathered to celebrate the outstanding campaigns of 2018. Aruba was recognized with distinction once again for advertising campaigns that garnered four gold, five silver

and one bronze award, reflecting the successful collaboration between the Aruba Tourism Authority and The Concept Farm advertising agency. HSMIAI Adrian Award winners included 'Local Stories' and 'Papiamento Lessons' in the 'Authentic Aruba' campaign, as well as the 'Most Valuable Beach' contest. Established in 1956, the prestigious Adrian Awards recognize marketing achievements in hospitality across multiple segments of the industry.



Aruba Tourism Authority Launches Environmental Campaign for the Carnival Season

For the carnival season, Ban Serio!, an environmental awareness program launched by the Aruba Tourism Authority, has launched an important initiative for the Carnival season. Supporting the recent island-wide ban on straws and plastic bags, the 'Pimp my Cup' challenge encourages the community to utilize and use their creativity to decorate reusable plastic cups – significantly decreasing the amount of trash on the island. The winner of the most creative cup will be announced on Facebook at the end of February.



ATA and Tourism Partners Have Successful Meetings at CHTA Marketplace

During the last week of January, an Aruba delegation attended the CHTA (Caribbean Hotel & Tourism Association) Travel Marketplace in Montego Bay, Jamaica, the Caribbean's largest tourism marketing event. Executives of the Aruba Tourism Authority and the Aruba Hotel & Tourism Association, and local hoteliers had the opportunity to meet and negotiate with existing and new tour operators and partners. Those who sell the island in North America updated the Aruba delegation on their efforts. The latest trends in tourism and Aruba's performance compared with other Caribbean destinations were also discussed. After the marketplace, the delegation also met with executives of Barcelo, Holiday Inn and Hilton in Miami, Florida.

Awards & Recognition

Bucuti & Tara Awarded by TRIPADVISOR® for Perfecting the Romantic Experience

The world's largest travel site just announced the winners of the 2019 Travelers' Choice Awards. Bucuti & Tara Beach Resort is named among the Top 10 Hotels for Romance in the World – the only Caribbean property to make the World list. Additionally, for the fourth year in a row, Bucuti is also named the No. 1 Hotel for Romance in the Caribbean; the resort is also No. 1 in the Caribbean and its signature hospitality

is No. 1 for Service in the Caribbean. Additionally, its latest reinvestment initiative provides a sleek new arrival experience. With a sophisticated new entrance complete with a Champagne service bar and concierge lobby, guests are immediately greeted by their private concierge and checked-in while being whisked directly to their room.



Manchebo Beach Resort & Spa Listed in the “Top 25 Hotels in the Caribbean”

Manchebo Beach Resort & Spa is a “2019 Travelers' Choice Award Winner” earning a spot on its list of the “Top 25 Hotels in the Caribbean”. “Over 2,400 Caribbean hotels are featured on TripAdvisor and, based on reviews and opinions from millions of travelers, the Manchebo Team made it this year to the top 1% of hotels of the Caribbean with an overall number 16 position,” says GM Edgar Roelofs.

The intimate boutique resort is a paradise for wellness seekers with complimentary yoga and Pilates classes, and the open-air tranquil Spa del Sol. Manchebo is also renowned for its excellent restaurant offerings: The Chophouse, Ike's bistro, Omakase Sushi Bar and the Pega-Pega Grill & Beach Bar. This year, Ike's Bistro chefs introduced a complete new vegan menu in addition to their Mediterranean & Caribbean fusion cuisine. A second award obtained this year was the 2019 Travelers' Choice Award Winner for “Top 25 Hotels for Romance — Caribbean” with a fantastic # 9 position.



Resorts

Aruba Cunucu Residence

An Affordable and Intimate Place to Stay in Aruba!

An “Oasis in Paradise,” this 100-year-old Cunucu Residence, which was recently modernized, is a cozy haven located in a quiet prestigious residential neighborhood 2 minutes from the beach. It is close enough to the beaches, restaurants, and shopping, yet far enough away to feel relaxed and enjoy the peaceful island atmosphere.

The Cunucu Residence is just minutes away from Tierra del Sol, and a short drive to Palm Beach or Eagle Beach. It is the perfect place for families to get together and enjoy crystal-clear blue waters and fresh ocean breezes.





Bucuti & Tara Beach Resort

Bucuti Advances in 2019 World Travel & Tourism Awards

The World Travel & Tourism Council (WTTTC) announced the shortlist of international finalists up for its 2019 Tourism for Tomorrow – Climate Action Award, and Bucuti & Tara Beach Resort was named one of the three organizations. An evaluator will soon be visiting the Aruba resort for the last component of judging before the global award is announced in early April in Spain.

This WTTTC Tourism for Tomorrow category recognizes organizations undertaking significant and measurable work to reduce the scale and impact of climate change. In August 2018, Bucuti became the Caribbean's first certified carbon neutral resort. The pinnacle achievement came after years of steady, conscientious sustainability initiatives leading it to become the Caribbean's most eco-certified resort. According to the WTTTC website, its Tourism for Tomorrow Awards are the world's top accolade in sustainable tourism.



A Holiday Artisan Fair

A full-scale Artisan Fair was incorporated into Hilton Aruba Caribbean Resort & Casino's holiday program with the intention to provide guests with an enjoyable holiday activity that focuses on supporting local artists. In recent years, the Ministry of Culture has been vetting

local artists and artisans, awarding those who meet the strictest criteria with a seal of excellence, demonstrating that they are indeed genuine local craft makers. Many of those artisans displayed their artistic endeavors, among resort guests.



Embark on an 'Escape Journey' at eforea spa

The oceanfront eforea spa introduced its newly created Escape Journey treatments, incorporating FarmHouse Fresh products designed to balance body, mind and soul.

FarmHouse Fresh is widely recognized for its signature spa treatments at luxury hotels, spas, and resorts across the globe, featuring wholesome products made from 99% natural ingredients. Each product is paraben-free, sulfate-free, and mineral oil free, with nearly all products created to be Vegan, Gluten-free, or both. eforea spa recently introduced BABOR, which has set the global standard for luxurious, innovative and results-driven cosmetics and wellness rituals. Treatments on its Escape Journey menu utilize Aloe Vera, Rum, Coconut Oil, Sea Sand, and Shea Butter.



A Glorious Day in the Sun on De Palm Island for Team Members and Family

Human Resources took great care to produce a perfect family day for the hard-working Team Members and their family members. The full program of activities yielded a tremendous response, with more than 400 people taking full advantage of the opportunity.

The day took off with catered breakfast, followed by a lunch buffet, open bar throughout the day, and DJ entertainment. Team Members enjoyed snorkeling, banana boat rides, slides at the Blue Parrot water park, the kids' corner, and a variety of beach games including volleyball, soccer, basketball, and tennis.



Eagle Beach Resort & Casino

Tropicana Aruba Resort & Casino is officially transitioning to a new name: Eagle Aruba Resort & Casino. The official property website is now EagleAruba.com. Tropicana Entertainment had officially sold all the properties and the name Tropicana in October 2018, and will officially change the name this month. Also, renovations for Phase IV, the next block of rooms, have been approved and contractors are being scheduled. The resort recently hosted its first cultural night. Visitors enjoyed the music of the steelpan, typical snacks, and folkloric and traditional dances. Local artisans displayed their crafts and the night culminated with a Carnival show.



Aruba Marriott Complex Names New General Manager

In her new role, GM Karen Chastain is responsible for providing strategic management of operations at Aruba Marriott Resort & Stellaris Casino, Marriott Aruba Surf Club, and Marriott Aruba Ocean Club.

Chastain brings with her more than two decades of senior leadership experience with the Marriott brand and has held numerous general manager positions at Marriott hotels across the United States, most recently at Fort Lauderdale Marriott Harbor Beach Resort and Spa, Florida. Said Chastain, "In addition to taking the helm at one of Marriott's most prominent Caribbean properties, I look forward to immersing myself in the local culture to build lasting and mutually beneficial relationships with the community." Chastain has a strong background in financial leadership and a proven track record in sales, management and operations.



Playa Linda Beach Resort

Year-End Celebration and Awards Ceremony Honor Team Members

Playa Linda Beach Resort associates enjoyed a festive holiday party in the ballroom of the Aruba Marriott. The dinner and dance gala included the annual award ceremony, honoring associates who were standouts among an already highly qualified and dedicated team.

This event is an annual thank you to the entire team, but the award ceremony provides the opportunity to recognize the best of the best.

Rousanne de Weever was named Employee of the Year, excelling in her Human Resources role. Pauline Taylor-Dijo of Guest Relations was named Manager of the Year. Also honored were Rookie of the Year Yahaira Jimenez and Star of the Year Maria Matos (both from Housekeeping); and Contractor of the Year Leo Klaphaak of Loss Prevention. Engineering received the top honor of Department of the Year.



Amsterdam Manor Beach Resort and MVC Eagle Beach Associates Participate in a Gingerbread Challenge

During the month of December 2018, associates were given the task of naming its two newest members. The most creative names would be featured during the holiday season throughout the property with guests and associates. The five most creative names were made public for voting. In the end, the names Merry and Chris were selected. Mr. Chacal of the Maintenance & Engineering department was the overall winner and he received a one-hour photoshoot session with Suzy Verbrugge of Reflections photography.

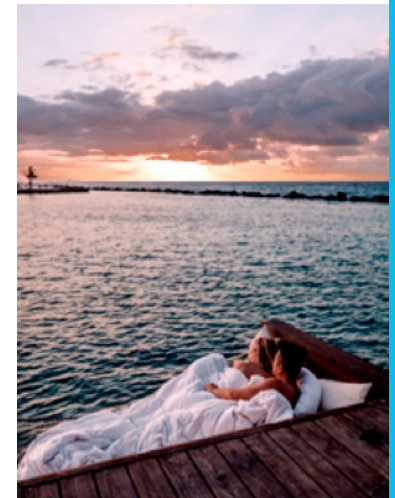


Renaissance Aruba Presents Havana Nights

Renaissance Aruba Resort & Casino continues the journey around the culinary world. Next stop: Cuba! This year, too, the aficionado can enjoy a series of Pop-up restaurants at Renaissance, each of which has a different and authentic character. On January 18 and 19, the 'Havana Nights' pop-up took guests on a journey through the historic streets of Cuba, right on the Upper Pool Deck of the Renaissance Marina Hotel. They enjoyed a Cuban family-style dinner, an Open Mojito Bar with different Mojito flavors, rum tasting, and live music by Trio Yalorde, directly from Curaçao. Cigar Emporium Aruba, Aruba's cigar house, gave all guests a 'Romeo & Juliet' as a welcome gift.

Renaissance Aruba's New Lover's Island Overnight Package

Guests of Renaissance Aruba Resort & Casino can now spend the night in seclusion and serenity in a luxurious cabana on the resort's private island. Couples are first whisked away by private boat from the hotel's dock and greeted at the vacated island with champagne and a butler. A four-course culinary experience is served with wine and music. The butler will escort couples by candlelight to Flamingo Beach where two cabanas on the water's edge have been converted into elaborate overnight accommodations. The living area provides a small speaker, picnic basket, and cooler stocked with drinks and amenities. Soft twinkling lights are strung from the ceiling and lavish lanterns line the floor. Couples can roast marshmallows and listen to the waves crash.



An exclusive sunrise and breakfast awaits them at Papagayo Bar & Grill. Couples can rent the cabana for the day and schedule a Sunset Romance treatment or Caribbean Morning treatment at the private island's Spa Cove.



Restaurants

Que Pasa's City Patio is Awesome and Amazing

At the back of popular Que Pasa restaurant in the Wilhelminastraat is a cozy city patio with the same wonderful atmosphere as the restaurant's interior. A local artist has painted Aruban scenes in bold colors on the back wall depicting the island's flowers, trees, beaches and rocks. Real rocks are scattered in front of the painting and plants are the lush backdrop. The historic saddle roof is complete with its typical dormer windows. The white wooden flooring is interspersed by antique-looking squares of blue-white tiles. An elongated bench with small tables and other seating arrangements fill the area. A small bar is inviting for fun talks and toasting moments.





Bohemian Restaurant Opens in Palm Beach

Avant-garde from France, nonconformist in style and ethnic in cuisine is what the new kid in town is about, and on Wednesday night they even top the eclectic vibe with live flamenco singer Angela Baidez. Bohemian Restaurant is unique, offering European flair and outside dining, created by the same owner as the successful Casa Tua restaurants. Spanish Paella and much

more is on the menu with paired wines. The beautiful garden is filled with lights, good food and live music in an intimate, hip and offbeat ambiance. Catchy Rumba Gitana and dramatic Spanish ballads combine with passionately prepared dishes to tickle taste buds. Bohemian Restaurant is located on the corner of Barceló Resort in the center of the hi-rise strip.



TASTE OF BELGIUM RESTAURANT

USD 40- p.p.

DIA DI BETICO SPECIAL MENU

FRIDAY, JANUARY 25

Enjoy a delicious 3-course menu special on Dia di Betico

Reservations recommended +297 586 6388

Mostra bo ID of carchi di AZV y disfruta di nos special di \$ pa AWC.
E ta aplicabel solamente den combinacion cu e full 3 course menu

Dia di Betico Celebrated at Taste of Belgium

Locals and tourists enjoyed a delicious special 3-course menu at Taste of Belgium on Dia di Betico, a national holiday honouring Aruba's well known statesman. Tasty local dishes included oyster soup, coconut shrimp, Keshi Yena (traditional dish of chicken topped with melted Gouda), and Pan Boyo (Aruban bread pudding).

New Vegan Menu at Papillon Restaurant

Papillon collaborated with Meredith Marin from Vegan Aruba to create a full French-Caribbean vegan menu. The menu includes creative versions of traditional dishes such as crab cakes, escargot, coq au vin, and bouillabaisse: All plant based and all gluten free!

Check out VeganAruba.com for a full list of vegan friendly restaurants on the island.



Activities

The Butterfly Farm Flies into its 20th Year

The tranquil beauty of the Butterfly Farm has been a standout attraction on Aruba for 20 years. Its Palm Beach location across from the Divi Phoenix sits in contrast to the nearby white sand beach, with the Farm offering a quiet, green environment where beauty is discovered in the diversity, color and graceful flight of hundreds of butterflies. The butterflies will remain the star attraction as the Farm begins its planning of educational activities and a celebratory anniversary event scheduled for later this year.

Over its 20-year history, the Butterfly Farm has flourished on the philosophy of embracing environmental values. Today, founders Tony and Lori Cox, together with a talented team of dedicated guides, continue to keep true to their goal of informing and impressing Farm visitors through the simple formula of showcasing the beauty of the natural world.



Vacation Owners and Visitors Can Support the Local Community

Stichting Centro pa Desaroyo di Aruba (CEDE Aruba) and Aruba Timeshare Association (ATSA) recently signed a cooperation agreement for the 'Happy Community Initiative', a collective effort between CEDE Aruba, ATSA and the member organizations to raise funds in the tourism sector.

In 2017, CEDE Aruba gave a presentation to ATSA, highlighting social issues in the Aruban community as well as innovation in the world of fundraising. After a positive survey within the timeshare owner community, the parties developed the strategy to invite vacation owners and island visitors to support local community initiatives, making it possible to donate and volunteer.

The donations of the visitors will be managed by CEDE Aruba and provided to projects that make an impact on the development of children and youngsters in Aruba, especially after school programs, vacation activities and projects dedicated to youth at risk.



Farmers Market Features Local Arts, Crafts and Products

Next monthly Farmers Market at the Ostrich Farm will be held on March 10th. Here are photos from the last event.



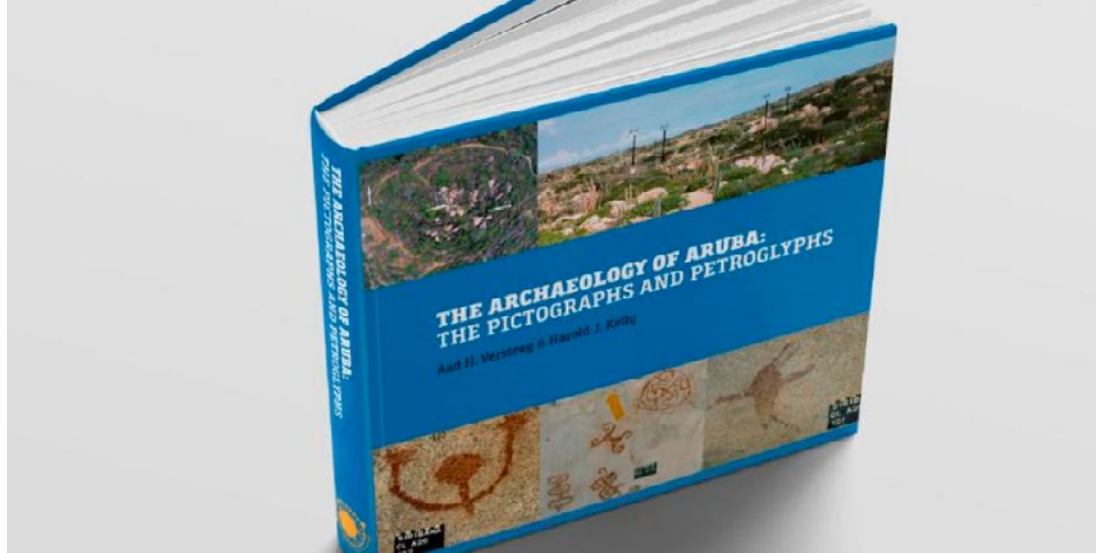


Air Travel

Airport Internacional Reina Beatrix Has Its Own Logo

Aruba Airport Authority NV, the company that manages and operates the airport, recently introduced an official logo for the airport, a unique branding apart from the authority/company that runs it.

Representative of Aruba and relatable for the Aruban community, it features aloe vera, the sun, arrows and the international airport code (AUA). Aloe is one of the island's oldest sources of income and was once its primary product distributed worldwide. Tourists love Aruba's year-round sunny days. The arrows represent Aruba's diverse markets and destinations: red for the US market, orange for Canada, yellow for Europe, green for Latin America, and blue for the Caribbean. Said AAA CEO James Fazio, "We are convinced that the new AIRB logo reflects the island's cultural heritage and will help to further differentiate Aruba airport from other airports in the region."



Culture

Publication of Indian Rock Paintings

After decades of work, a book will be published this year that will contain images of more than 400 Amerindian rock paintings, number 16 in the series of publications of the Museo Arqueologico Nacional Aruba (MANA) made possible by Fundacion 1403.

The paintings are an important part of the island's cultural heritage and a source of inspiration for artists and other creative minds in the community. Not only does this publication give the public and the scientific

community a view of the island's cultural heritage but also serves to conserve it, and necessary for possible inclusion in the UNESCO world heritage listing.

The authors, archeologists Dr. Aad Versteeg and Dr. Harold Kelly, present their different theories based on archeological finds around the island and a scientific perspective.

For more information, visit Fundacion 1403 on Facebook.





Arubans In The News

Bridal Specialist Lisa Dammerman Receives Prestigious Award

WeddingWire, an online marketplace for the wedding industry in 14 countries, including the US, Canada, Spain, Italy, France, Mexico, Brazil and India, aims to simplify wedding planning around the globe. It recently presented its most coveted WeddingWire 2019 Couples' Choice Award to Lisa Dammerman, the resident Bridal Specialist at the Hilton. Recipient of this award in 2018

as well, Lisa continues to be recognized for her excellence in quality, service, responsiveness, and professionalism within the wedding industry.

Winners of this award are determined by reviews and surveys conducted among happy clients, which consist of more than one million WeddingWire couples and newlyweds.

Chela de Lannoy Recognized Among "25 Women to Watch in Hotel Food & Beverage"

Aruba native Ruthsela "Chela" de Lannoy, Director of Catering & Convention at the Hilton Aruba Caribbean Resort & Casino, has been listed among "25 Women to Watch in Hotel Food & Beverage" in the November/December issue of Hotel F&B magazine. The female executives listed among the 25 are recognized for the impact they are making at their properties and on guest experience as well as their commitment to the creation of exciting, memorable events, highlighting the culinary excellence of their resorts. Chela, an experienced and well-respected leader in the hospitality field in Aruba, joined the team almost two years ago.



MetaCorp
100
YEARS



Events

MetaCorp Announces Opening of Theatre in San Nicolas

The de Veer family opened Aruba's first movie theatre in 1920, and has been in the business for the past 100 years, opening and operating as many as nine theatres at the same time throughout the island.

Despite challenges in the movie business, and the closure of The Cinemas at Paseo Herencia, MetaCorp has announced a new project: a modern movie theatre in San Nicolas. The completely remodeled multiplex three-screen theatre will offer the latest in comfort and

technology, with stadium seating, rockers, High Definition Digital, Dolby 7.1 Surround Sound, and Super Large Screen. The project is in the final planning phase and MetaCorp hopes to begin construction shortly.

To celebrate its 100-year anniversary, MetaCorp is planning various activities and investments, including not only the opening of the theatre in San Nicolas, but also the opening of the IMAX theatre in Eagle, and complete remodeling of The Cinemas at the Renaissance.

To our tourism partners:
Thank you for providing us
with your updates.

To ensure that your news is featured in
the monthly Aruba Product Update of
the Aruba Tourism Authority, please send
information as it becomes available to:

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by the 5th of each month for it to be
featured in the same month.



Vegan Cooking Classes

Meredith Marin from Vegan Aruba now offers vegan cooking classes for tourists and locals at Colegio EPI's teaching kitchen. Plant-based cooking beginners come together to learn, have fun, and enjoy a delicious meal. All classes feature recipes that promote health, creativity and a positive relationship with food.

All classes are hands-on: after the cooking demos, guests cook through full recipes at a professional cooking station (with support and guidance of course!). The class culminates with a 4-course group meal. Meredith hosts up to 20 guests in each class. Class calendar can be found here: VeganAruba.com

